



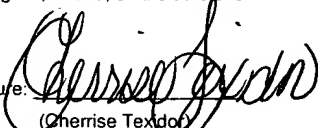
2611  
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PTO/SB/21 (09-04)  
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|---|----------------------|------------------------|--------------|
| <b>TRANSMITTAL FORM</b><br><br>(to be used for all correspondence after initial filing) | Application Number   | 09/852,229             |              |
|   | Filing Date          | May 8, 2001            |              |
|   | First Named Inventor | Michael CRISTOFALO     |              |
|   | Art Unit             | 2611                   |              |
|   | Examiner Name        | H. V. Tran             |              |
| Total Number of Pages in This Submission  | 21                   | Attorney Docket Number | 559442003900 |

| ENCLOSURES (Check all that apply)   |  |   |
|---|--|---|
| <input type="checkbox"/> Fee Transmittal Form<br><br><input type="checkbox"/> Fee Attached<br><br><input type="checkbox"/> Amendment/Reply<br><br><input type="checkbox"/> After Final<br><br><input type="checkbox"/> Affidavits/declaration(s)<br><br><input type="checkbox"/> Extension of Time Request<br><br><input type="checkbox"/> Express Abandonment Request<br><br><input checked="" type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><br><input type="checkbox"/> Reply to Missing Parts/ Incomplete Application<br><br><input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><br><input type="checkbox"/> Licensing-related Papers<br><br><input type="checkbox"/> Petition<br><br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><br><input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address<br><br><input type="checkbox"/> Terminal Disclaimer<br><br><input type="checkbox"/> Request for Refund<br><br><input type="checkbox"/> CD, Number of CD(s) _____<br><br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><br><input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)<br><br><input type="checkbox"/> Proprietary Information<br><br><input type="checkbox"/> Status Letter<br><br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):<br><br>Return Receipt Postcard<br>Form PTO SB/08/a/b listing:<br>* (17) US Patent Documents (not enclosed)<br>* (7) Foreign Patent Documents<br>* (2) Non Patent Literature Documents |
| <div>Remarks</div>  |  |   |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT |                         |          |        |
|--|-------------------------|----------|--------|
| Firm Name                                  | MORRISON & FOERSTER LLP |          |        |
| Signature                                  |                         |          |        |
| Printed name                               | Jonathan Bockman        |          |        |
| Date                                       | March 14, 2005          | Reg. No. | 45,640 |

|   |   |
|---|---|
| CERTIFICATE OF HAND DELIVERY  |   |
| I hereby certify that this correspondence is being hand delivered to:<br>Commissioner for Patents, Alexandria, Virginia, 22313, on the date shown<br>below. |   |
| Dated: 03/14/05   | Signature: <br>(Cherrise Texido) |

PATENT  
Docket No. 559442003900



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Michael CRISTOFALO et al.

Serial No.: 09/852,229

Filing Date: May 8, 2001

For: TECHNIQUE FOR OPTIMIZING THE  
DELIVERY OF ADVERTISEMENTS  
AND OTHER PROGRAMMING  
SEGMENTS BY MAKING  
BANDWIDTH TRADEOFFS

Examiner: H. V. Tran

Group Art Unit: 2611

SUPPLEMENTAL INFORMATION DISCLOSURE  
STATEMENT UNDER 37 C.F.R. § 1.97

***Mail Stop Amendment***

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.97 and § 1.98, Applicants submit for consideration in the above-identified application the documents listed on the attached Form PTO/SB/08a/b. Copies of the foreign documents and non-patent literature are also submitted herewith. The Examiner is requested to make these documents of record.

This Supplemental Information Disclosure Statement is submitted before mailing of a first Office Action on the merits; accordingly, no fee or separate requirements are required.

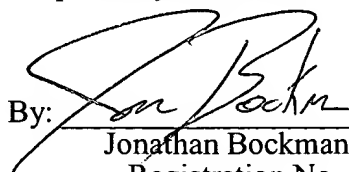
Applicants would appreciate the Examiner initialing and returning the Form PTO/SB/08a/b, indicating that the information has been considered and made of record herein.

The information contained in this Supplemental Information Disclosure Statement under 37 C.F.R. § 1.97 and § 1.98 is not to be construed as a representation that: (i) a complete search has been made; (ii) additional information material to the examination of this application does not exist; (iii) the information, protocols, results and the like reported by third parties are accurate or enabling; or (iv) the above information constitutes prior art to the subject invention.

In the unlikely event that the transmittal form is separated from this document and the Patent Office determines that an extension and/or other relief (such as payment of a fee under 37 C.F.R. § 1.17 (p)) is required, Applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing **559442003900**.

Dated: March 14, 2005

Respectfully submitted,

By: 

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|--|---|----|---|--------------------------|--------------------|
| <b>Substitute for form 1449/PTO</b><br><br><b>INFORMATION DISCLOSURE<br/>STATEMENT BY APPLICANT</b><br><br>(Use as many sheets as necessary) |   |    |   | <b>Complete if Known</b> |                    |
|  |   |    |   | Application Number       | 09/852,229         |
|  |   |    |   | Filing Date              | May 8, 2001        |
|  |   |    |   | First Named Inventor     | Michael CRISTOFALO |
|  |   |    |   | Art Unit                 | 2611               |
|  |   |    |   | Examiner Name            | H. V. Tran         |
| Sheet  | 1 | of | 1 | Attorney Docket Number   | 559442003900       |

| U.S. PATENT DOCUMENTS |                          |  |                                |  |   |
|-----------------------|--------------------------|--|--------------------------------|--|---|
| Examiner<br>Initials* | Cite<br>No. <sup>1</sup> | Document Number                          | Publication Date<br>MM-DD-YYYY | Name of Patentee or<br>Applicant of Cited Document | Pages, Columns, Lines, Where<br>Relevant Passages or Relevant<br>Figures Appear |
|                       |                          | Number-Kind Code <sup>2</sup> (if known) |                                |  |   |
|                       | 1.                       | 5,652,615                                | 7/29/1997                      | BRYANT et al.                                      |   |
|                       | 2.                       | 5,758,257                                | 5/26/1998                      | HERZ et al.  |   |
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| FOREIGN PATENT DOCUMENTS |                          |   |                                   |  |   |                |
|--------------------------|--------------------------|---|-----------------------------------|--|---|----------------|
| Examiner<br>Initials*    | Cite<br>No. <sup>1</sup> | Foreign Patent Document   | Publication<br>Date<br>MM-DD-YYYY | Name of Patentee or<br>Applicant of Cited Document | Pages, Columns, Lines,<br>Where Relevant Passages<br>or Relevant Figures Appear | T <sup>6</sup> |
|                          |                          | Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known) |                                   |  |   |                |
|                          | 18.                      | CA-246,437  | 1/27/1925                         |  | abstract  |                |
|                          | 19.                      | WO-90/00847-A   | 1/25/1990                         |  | abstract  |                |
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|                          | 21.                      | EP-0847200-A1   | 6/10/1998                         |  | abstract  |                |
|                          | 22.                      | WO-98-45902   | 10/15/1998                        |  | abstract  |                |
|                          | 23.                      | WO-98-48566-A2  | 10/29/1998                        |  | abstract  |                |
|                          | 24.                      | WO-99-55066-A1  | 10/28/1999                        |  | abstract  |                |

\*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

| NON PATENT LITERATURE DOCUMENTS |                          |   |                |
|---------------------------------|--------------------------|---|----------------|
| Examiner<br>Initials*           | Cite<br>No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T <sup>2</sup> |
|                                 | 25.                      | WILLEBEEK-LEMAIR, et al. "On Multi-point Video Control Units for Videoconferencing", 1994, pp. 356-364, IBM T.J. Watson Research Center   |                |
|                                 | 26.                      | "Overview," located at <a href="http://www.claria.com/companyinfo/">www.claria.com/companyinfo/</a> visited on March 1, 2005  |                |

\*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

|                       |  |                    |  |
|-----------------------|--|--------------------|--|
| Examiner<br>Signature |  | Date<br>Considered |  |
|-----------------------|--|--------------------|--|